

## Message Text

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ACTION EA-09

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R 170800Z MAR 76

FM AMEMBASSY JAKARTA

TO USDOC WASHDC

INFO SECSTATE WASHDC 3292

AMCONSUL SYDNEY

AMCONSUL HONG KONG

AMCONSUL MEDAN

AMCONSUL SURABAYA

AMEMBASSY TOKYO

AMEMBASSY SINGAPORE

UNCLAS JAKARTA 3562

USDOC FOR BIC/OIM/MRD

E.O. 11652: N/A

TAGS: BBSR, IO

SUBJ: MARKET RESEARCH: COMPREHENSIVE SECTORAL SURVEY  
INDONESIA

REF: JAKARTA 3168, TOKYO 3334(NOTAL, SYDNEY 553 (NOTAL),  
HONGKONG 2639 (NOTAL, SINGAPORE 1195 (NOTAL,  
USDOC 2050 (NOTAL), MARKET RESEARCH SPECIFICATIONS,  
INDONESIA SECTORAL MARKET SURVEY (NOTAL)

1. SUMMARY: EMBASSY HAS SERIOUS RESERVATIONS ABOUT ABILITY  
OF FIRMS WHICH HAVE SUBMITTED BIDS ON SUBJECT MARKET RESEARCH  
WITHIN USDOC PRICE RANGE TO COMPLETE USEFUL REPORT; URGE  
USDOC CONSIDER FAVORABLY RAISING MAXIMUM CONTRACT PRICE IN  
ORDER TO ACCEPT PRICE WATERHOUSE BID OR SEND COMPLETE  
RESEARCH TEAM TO CONDUCT SURVEY.

2. ONLY THREE FIRMS HAVE BID ON SUBJECT MARKET  
RESEARCH WITHIN USDOC SPECIFIED PRICE RANGE. PRICE  
WATERHOUSE BID, AT U.S. DOLLAR 41,907, EXCEEDS MAXIMUM.  
WE BELIEVE IT SIGNIFICANT THAT ALL OF THE OTHER ESTABLISHED,  
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WELL-KNOWN MARKET RESEARCH FIRMS CONTACTED HAVE DECLINED

TO BID BECAUSE THEY CONSIDER THAT WORKING WITHIN THE  
INDONESIAN CONDITIONS, IT IS IMPOSSIBLE TO PRODUCE A QUALITY  
REPORT, FULLY MEETING THE SPECIFICATIONS, WITHIN THE TIME  
FRAME AND PRICE RANGE ALLOWED BY COMMERCE. WE AGREE WITH  
THEIR ASSESSMENT. RESEARCH IS DOUBLY DIFFICULT IN  
INDONESIA IN THAT NOT ONLY ARE PUBLISHED STATISTICS NOT  
GENERALLY AVAILABLE, BUT ALSO THOSE WHICH ARE OBTAINABLE  
FROM THE GOVERNMENT ARE OFTEN UNRELIABLE AND DIFFICULT TO  
USE. FURTHERMORE, ACCESS TO TOP DECISION-MAKERS, WHO  
ARE THE ONLY PEOPLE WHO CAN GIVE MEANINGFUL ANSWERS, IS  
RESTRICTED, MAKING INTERVIEWING COSTLY AND TIME-CONSUMING.

3. OF THE FIRMS THAT HAVE BID, WE HAVE SERIOUS DOUBTS  
ABOUT THE ABILITIES OF MOBIUS AND NUSA TO DO THE JOB.  
TRANS-MARKET IS UNKNOWN TO US, HOWEVER WE  
NOTE THAT CONGEN HONGKONG RECOMMENDS MOBIUS OVER TRANS-  
MARKET. IT IS OUR UNDERSTANDING THAT MOBIUS IS  
ESSENTIALLY A ONE-MAN OUTFIT AND THAT HE HAS NO ESTABLISHED  
RESEARCH ORGANIZATION IN INDONESIA. RATHER, HIS INDONESIAN  
"ASSOCIATES" ARE PART-TIME, FREE LANCE RESEARCHERS WHO  
WORK FOR HIM ON CALL. HE HAS IN THE PAST FELT IT  
NECESSARY (AT LEAST IN INDONESIA) TO DO A SIGNIFICANT  
PORTION OF THE INTERVIEWING AND ALL OF THE EVALUATION  
HIMSELF. WHILE MOBIUS HAS DONE A NUMBER OF SINGLE-SUBJECT  
MARKET RESEARCH REPORTS FOR COMMERCE, IN HIS RECENT STUDY  
DONE HERE ON ENERGY SYSTEMS, HIS RECOMMENDATIONS WERE  
FUZZY AND MRD HAD TO ASK FOR CLARIFICATION OF ONE  
SECTION OF THE REPORT. IN SUM, WE DOUBT THAT MOBIUS HAS  
THE ORGANIZATION, PERSONNEL AND PERSONAL KNOWLEDGE OF  
INDONESIA TO DO AS LARGE AND IMPORTANT A JOB AS THIS.  
OUR EXPERIENCE WITH NUSA SUGGESTS THAT WHILE FIRM MAY BE  
ABLE TO DO THE DATA COLLECTION REQUIRED, LOW QUALITY OF  
ITS ENGLISH PROSE WOULD SERIOUSLY REDUCE THE UTILITY OF  
FINAL REPORT. ON THE OTHERLAND, PRICE WATERHOUSE IS  
INTERNATIONALLY WELL-KNOWN FIRM AND HAS ORGANIZATION IN  
JAKARTA. AMCONGEN SYDNEY REPORTS FIRM IS  
ONE OF TOP RESEARCHERS IN AUSTRALIA AND HAS DONE MAJORITY  
USDOC GMR SURVEYS IN AUSTRALIA. FIRM IS THUS FAMILIAR  
WITH USDOC REQUIREMENTS.

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4. ACCORDING TO THE SPECIFICATIONS, THE RESULTS OF THIS  
RESEARCH ARE TO BE MADE AVAILABLE TO U.S. PRIVATE INDUSTRY  
AS AUTHORITATIVE USG SOURCE MATERIAL TO BE USED AS AN  
INFORMATION BASE AND MARKETING PLANNING TOOL, AND TO BE  
USED BY THE USG TO PROMOTE BUSINESS INTEREST  
IN EXPORTING TO INDONESIA AS WELL AS BY USDOC AND THE  
EMBASSY IN PLANNING USG EXPORT PROMOTION ACTIVITIES  
OVER THE NEXT FEW YEARS. IN THOSE CIRCUMSTANCES, WE ARE

SURE THAT USDOC SHARES WITH US THE DESIRE ENSURE THAT THE DATA AND CONCLUSIONS PRESENTED ARE THE BEST AVAILABLE, ARE ACCURATE AND WILL STAND UP OVER TIME.

5. FOR REASONS STATED PARA. 3, WE DOUBT THAT ANY OF THE THREE BIDDERS WITHIN USDOC PRICE RANGE CAN MEET THESE CRITERIA. IN ORDER TO ASSURE THAT INDONESIA SURVEY RESULTS IN REPORT OF AS HIGH CALIBER AS THAT OF BRAZILIAN STUDY, WE URGE THAT EITHER USDOC RAISE BUDGET AND ACCEPT PRICE WATERHOUSE BID, OR THAT STUDY BE CONDUCTED BY A RESEARCH TEAM FROM MRD, AS WAS DONE IN BRAZIL.  
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